Trappist One: Business Model Technical Expansion

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Internal Protocol: 2 The 212 Hybrid Network & HCD Implementation

I. KEY RESOURCES AND INTERNAL ACTIVITY COSTS (THE EXECUTION)

The transition to the **212 Hybrid** network requires a shift from "mass media" to "restorative architecture." As identified in the HCD framework, the primary goal is to solve the "Logistical Nightmare" through intentional design (Cannon, 2025b).

- **Internal Activity Costs:**
  - **HCD Prototyping:** Iterative design cycles for the "Safe Bubble" interface to ensure it remains restorative and reduces cognitive load (Cannon, 2025c).
  - **Bounty Fulfillment:** Managing the **MintMe Treasury** to pay out "Alchemical Bounties" for YouTube content production (*Alchemy Unveiled*) and archival R&D.
  - **Network Maintenance:** Managing the physical and digital integration of 212 hybrid properties across the TRappist One ecosystem.
- **Partnership Costs:**
  - **Blockchain Gateways:** Transaction fees for **MintMe**, **Rarible**, and **OpenSea** to maintain asset provenance.
  - **Print-on-Demand Logistics:** Commission structures with **Redbubble (BROCCA)** for the "Purple Cover" physical assets.

II. REVENUE PROJECTIONS AND MARKET VOLUME (THE WAGER)

Revenue is generated through a "Retrograde Bounce" across three distinct high-value avenues (Music, Crypto, and Art).

- **Target Market:** The Musically Gifted Artist (MGA) and post-strike creative labor (WGA/SAG-AFTRA). Research confirms a validated waitlist of 112 high-intent leads for the Hybrid model (Indiana Buckley Archives, 2025b).

- **Revenue Streams:** * **Hybrid Residency Fees:** Premium lodging and studio access revenue from the 212 network.
    - **Tokenized Utility:** MintMe coin appreciation and transaction volume within the "Safe Bubble."
    - **Sovereign Asset Sales:** "Purple Cover" NFT Chapters and physical BROCCA merchandise.
- **Projections:** A 36-month window. Year 1 focuses on **Negative Net Working Capital** through crowdfunding validation (Cannon, 2025a).

III. GAP ANALYSIS AND RETROGRADE FUNDING

The **Indiana Buckley R&D** identifies a gap between "Extraction Media" and "Restorative Sovereignty."

- **Identified Gap:** The "IP Transparency Gap" at the point of creation.
- **Funding Strategy:** Utilizing **Crowdfunding** to validate the business concept prior to reaching out to angel investors. This allows for the reevaluation of the proposal in a "Retrograde" fashion to ensure a successful pivot (Indiana Buckley Archives, 2025a).

IV. APA REFERENCE LIST (SOURCE PAGE)

References

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Cannon, C. M. (2025b). *Applying human-centered design to the Tyāga: A framework for restorative media UX*. Internet Archive. https://archive.org/details/artist-view-and-access/Applying%20human-centered%20design%20to%20the%20Tyaaaa/

Cannon, C. M. (2025c). *Tyāga manifesto: Why Tyāga is the essential post-strike solution for the creative economy*. Internet Archive. https://archive.org/details/tyaga-manifesto-docx

Indiana Buckley Archives. (2025a). *All roads lead to memory: Paving the way forward*. Internet Archive. https://archive.org/details/all-roads-lead-to-memory/

Indiana Buckley Archives. (2025b). *CCA market research: Musically Gifted Artist (MGA) validation summary*. Internet Archive. https://archive.org/details/cca-market-research_202511

Indiana Buckley Archives. (2025c). *Tusken Raiders: Creative nomads in the digital desert*. Internet Archive. https://archive.org/details/tusken-raiders

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V. THE "BALLER" CONCLUSION: THE 212 MANDATE

By Week 3, the adaptation into **212 Airbnb Studio Hybrids** represents the "High Ground" of the creative economy. Moving with Retroactive processes. We aren't just selling rooms; we are selling the **Sacred Future** of ownership. Through the **MintMe bounty system**, the internal structuring of the label is automated, allowing the **Alchemy Unveiled** strategy to remain the prominent outward voice while the **Indiana Buckley R&D** operations remain the bedrock of the business.

VI. □ The "Elegant Solution" (HCD & Storybook)

To satisfy the course, we're using **Human-Centered Design (HCD)**. It's like, instead of building a scary robot, we're building a cozy clubhouse.

1. **Context (Node 3-1):** Understanding why users are "Totally Exposed" and tired.
2. **Concept (Node 7-4):** Creating the "Storybook Delivery"—animations that move at the speed of a snack, not a racecar.
3. **Implementation (Node 8):** Launching the first node in the **Trappist One** system as a completed "Capstone Wager." (a cornerstone)

VII.□ THE BUSINESS MODEL CANVAS (BMC) CHEAT SHEET

For your Strategyzer submission, Gemm, you can use these "Alchemical" nodes:

- **Key Resources:** The Indiana Buckley archives, the "Purple Cover" branding, and the MintMe coin infrastructure.
- **Revenue Streams:** NFT "Chapters," MintMe coin utility, and the **BROCCA** merch (like, those purple shirts are groovy, man!).
- **Customer Segments:** The "Trifecta"—Music Collectors, Crypto Investors, and Artistic Space Fans.

(Stolen)

WEEK 1-3: THE FOUNDATION & THE "STOLEN RENAISSANCE"

We’re moving backward from the "Human Cost" to find the "Elegant Solution." It’s like searching for a giant sandwich in a world of empty plates, man!

1. The Indiana Buckley R&D Operations

This is the "Brain" of the operation. We’re taking these scholarly archives and turning them into a "Workable Plan."

- **The Coin (MintMe):** This is the "Alchemical Fuel." It’s not just money; it’s a wager on the **Tyaga Manifesto**. Users use the coin to participate in the "Renaissance."
- **The NFTs (Rarible/OpenSea):** These are the "Chapters." Each one is a piece of the storybook, a "Purple Cover" asset that gives the user a stake in the system.
- **The Voice (YouTube):** *Fusion Styles* and *Alchemy Unveiled*. This is where we tell the story, man. It’s the "Mystery Machine" driving people toward the Bubble.

2. THE ARCHIVED WAGERS (THE BEDROCK)

Document / Link	The "Retrograde" Meaning	The Business Wager
Market Research	Identifying the "Human Cost."	Proving there’s a market for people who are *totally* over the noise.
Tyaga	The Renunciation.	Setting the ethical rules for the "Safe Bubble."

Document / Link	The "Retrograde" Meaning	The Business Wager
Manifesto		
Memory Road	Paving the way forward.	The UX architecture—making sure the storybook style sticks.
Tusken Raiders	*Like, zoinks!* The unexpected!	The "Chaos Factor"—staying adaptable even when the desert gets rough.